1. Create an account
2. Create your profile (as complete as possible)
3. Join Salisbury’s LinkedIn Group

If you are thoughtful about these 3 items, you will have a great profile.

Profile heading - Be descriptive
Summary - Be concise and confident about your qualifications
Picture - Make it professional. Your iPhone picture works.
LinkedIn profile:
These are the three most important things to get right on your profile.

30 second exercise: SELF in 2 questions:

Write down the 3 words that you would use to describe
yourself when you first meet someone.

What 3 words would someone else use to describe you?

Having just met you, what 3 words do you think
are different? Are they the same? Do they match?

Authentic and consistent, if you’re shy you won’t suddenly be outgoing.
Because they should represent you. For example, with your degree, is it very
selfish? Whether they match or not.

Choose 3 adjectives that you wish to portray.

Building your personal brand. Whenever you tweet, post,
and write - and your 3 word self allows you to start
yourself and your personality. Understanding your strengths,

The first step to building your personal brand is knowing
something else, about these three worlds and what they mean to you and
what to introduce yourself with your 30 second pitch that think

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Developing your 30-Second Commercial

Your commercial is a brief monologue describing the benefits of buying your product—YOU

Why develop a 30-second commercial?
- You come across more poised and confident simply by opening with your commercial.
- Your commercial makes the listener aware (in a brief amount of time) of your specific, unique, and impressive attributes that you can bring to the position.

When should I use my 30-second commercial?
- During your INTERVIEW. Your commercial can help you answer questions such as: "Tell me about yourself" "What are your greatest strengths?" and "What can you bring to this position?"
- In a COVER LETTER. Your commercial can highlight your background and key abilities.
- At PROFESSIONAL, SOCIAL, or ORGANIZATIONAL meetings. Use your commercial to introduce yourself and network with others.

Your commercial should:
- Use concise and clear language that is not overly detailed.
- Sell your professional abilities and experience.
- Emphasize your strengths and link them to the needs of the employer.
- Use descriptive statements or specific examples of your acquired skills and abilities.
- State the kind of position you are seeking.

General Script (EXAMPLE)

GREETING:  Hello, my name is_______________________.
EXPERIENCE:  I am a/an______________________ currently between positions.
INTEREST/PASSION:  I am mainly interested in__________________________.
STRENGTHS:  My strengths include____________________ and__________________________.
BRIEF EXAMPLE:  At my last position with_______, I was able to__________________________.
GOAL:  I am looking for a position in__________________________.

Samples of statements you can use:
- I have a solid background in...
- I am particularly good at...
- My strongest skills are...
- I have ________ years of experience...
- I have a good working knowledge of...
- I am proficient in...
- I am skilled in...
- I have been trained in...
- My experience includes...
- I have a talent for...
- I have exposure to...
- My abilities include...
- My goals are...
- I am passionate about...
- I am interested in...
- I enjoy...
- I would like the opportunity to...
- I am looking forward to...

Power Words:

<table>
<thead>
<tr>
<th>SKILLS</th>
<th>TRAITS</th>
<th>ACCOMPLISHMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyze</td>
<td>Budget</td>
<td>Built</td>
</tr>
<tr>
<td>Communicate</td>
<td>Create</td>
<td>Developed</td>
</tr>
<tr>
<td>Facilitate</td>
<td>Lead</td>
<td>Implemented</td>
</tr>
<tr>
<td>Manage</td>
<td>Motivate</td>
<td>Managed</td>
</tr>
<tr>
<td>Negotiate</td>
<td>Plan</td>
<td>Promoted</td>
</tr>
<tr>
<td>Supervise</td>
<td></td>
<td>Resolved</td>
</tr>
</tbody>
</table>

Conscientious | Detail-oriented | Honest |
Decisive | Enthusiastic | Innovative |
Enthusiastic | Independent | Perceptive |
Loyal | Resourceful | Team player |
Built | Developed | Improved |
Improved | Managed | Organized |
Marketed | Promoted | Reduced |
Promoted | Resolved | Trained |

Now, use the above points and create a draft of your commercial!

RICE
Center for Career Development

If education, language skills, or certificates/awards pertain to the position for which you are interviewing, you should include this in your summary. Remember to back up your strengths or accomplishments with examples.